GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:2508
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Mobile Apps to Promote Tourism
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Will the Minister of TOURISM be pleased to state:

(a) whether the Government has any proposals to develop various mobile applications aimed at developing tourism in the country and if so, the details thereof;
(b) whether the Government has any proposal to open tourism centres in the European countries to facilitate prospective tourists by providing them information on the places of tourist interest and thereby encourage tourism in India and if so, the details thereof; and
(c) the other proactive steps taken by the Ministry of Tourism to attract tourists into the country?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a): The Ministry of Tourism has launched the 'Incredible India' mobile application to assist international and domestic tourists to access information about Ministry of Tourism recognized tourism service providers namely approved Inbound Tour Operators, Adventure Tour Operators, Domestic Tour Operators, Tourist Transport Operators, Travel Agents, Regional Level Guides, Classified Hotels available in respective cities/tourist centers, including information on heritage significance of the place. In addition, the Ministry of Tourism has also launched a Mobile App 'Swachh Paryatan', which enables the general public to communicate their complaints about unclean areas/garbage piles, if any, in and around identified Archaeological Survey of India (ASI) monuments and upload the same along with their remarks. The application then sends an SMS to the ASI Nodal Officer concerned with the monument, on receipt of which the Nodal Officer gets the garbage cleared/removed. The ASI nodal officer will update the database on completion of the task so that the system can send an SMS to the complainant that his /her complaint has been attended to successfully.

(b): The Ministry of Tourism has five Indiatourism Offices functioning in Europe, namely Amsterdam, Frankfurt, London, Paris and Milan for promotion of tourism from Europe to India.

(c): Ministry of Tourism, as part of its on-going promotional activities, releases print, electronic, online and outdoor media campaigns in the source markets overseas, under the Incredible India brand-line, to promote various tourism destinations and products of the country.

A series of promotional activities are also undertaken in important and potential tourist generating markets overseas through the Indiatourism Offices Overseas with the objective of showcasing India's tourism potential and increasing tourist arrivals to the country. These include participation in travel fairs and exhibitions; organising road shows, 'Know India' seminars & workshops; organizing and supporting Indian food and cultural festivals; publication of brochures; offering joint advertising and brochure support and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality Programme of the Ministry.

In addition, with the objective of augmenting foreign tourist arrivals to India, the Government of India has introduced e-Tourist Visa facility for travellers from 150 countries.

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